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of

1**Complete if Known**

Application Number

Filing Date

10/28/2003

First Named Inventor

ROBERT LONGMAN

Art Unit

Examiner Name

Attorney Docket Number

NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
		JOHN M. DE FIGUEIREDO, "Finding Sustainable Profitability in the E-commerce Continuum", (April 2000), http://ebusiness.mit.edu/Paper129	
		R. PRESTON McAFEE and JOHN McMILLAN, "Game Theory and Competition", 1998, University of Texas/Working Paper	
		PAUL DHOLAKIA, SUMAN BASUROY, and KERRY SOLTYSINSKI, "A Study of Moderators of the Herding Bias in Digital Auctions", 2002, International Journal of Research in Marketing	
		JEREMY BULOW, MING HUANG, and PAUL KLEMPERER, "Prices and the Winner's Curse", 1998, Stanford University/Working Paper	
		ALVIN E. ROTH and AXEL OCKENFELS, "Last Minute Bidding and the Rules for Ending Second-Price Auction: Theory and Evidence from a Natural Experiment on the Internet",	
		-cont. (June 2000), National Bureau of Economic Research/Working Paper	
		DAVID LUCKING-REILEY and RAMA KATKAR, "Public Versus Secret Reserve Prices in eBay Auctions", (March 2001), National Bureau of Economic Research/Working Paper	

Examiner Signature	/Siegfried Chencinski/ (06/10/2008)	Date Considered	06/10/2008
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